

2011

THE SPIRIT OF THE BLACK DRESS

PROUDLY SUPPORTED BY FASHIONTREND AUSTRALIA

A SALUTE TO SUSTAINABLE STYLE...

FASHIONTREND Australia is proud to support The Spirit of the Black Dress... a major attraction of the 2011 L'Oreal Melbourne Fashion Festival's revered Cultural Program. Entering its third year TSotBD is a Fashion, Textile and Photography Exhibition that showcases the most original work in Australian sustainable fashion. Whilst the churning machines of commercial fashion have shown fickle interest in sustainability, leading to dubious eco claims and customer fatigue, the TSotBD challenges the current fashion system with a fusion of formidable glamour and intelligent design. Injecting sustainability within a new fashion paradigm, the TSotBD creates valuable exposure for a new breed of designers that are shaping fashion's evergreen highway.

thespiritoftheblackdress.com.au

founder TULLIA JACK
events & corporate relations manager JANE HAYES



dress by ALYANA EAU & PRISCILLA LIM



dress by KATHERINE HAMER



dress by CLEA GARRICK & NATHAN PRICE

dress by GEORGIA MCCORKILL

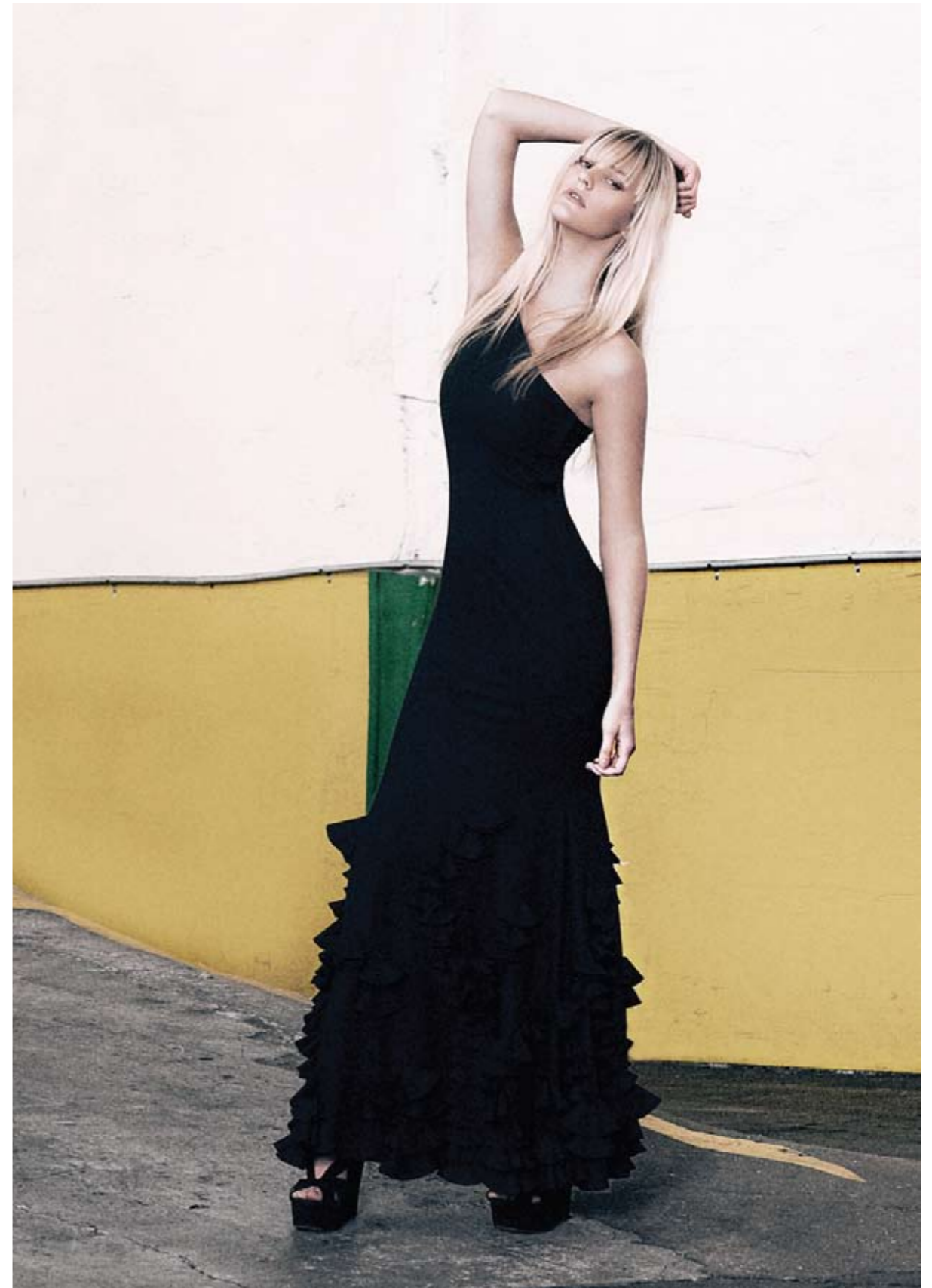


dress by LEANNE DEMPSEY





dress by SAMANTHA LILIAN KOVAL



dress by CRISTINA TRIDENTE



dress by DAN JONES



dress by ALEX TRIMMER



photography PETER RYLE
assistant DANIEL SCHACHE
creative direction JORDAN MOORE @ MISS BOSSY BOOTS
assistants JEMMA LUXMOORE & CHARLOTTE RIGGS
hair & makeup BLONDIE @ AGENT 99
assistant MIA HAWKSWELL
producer DEAN DRIEBERG
retouching MIA ÖSTEBERG
model VICTORIA @ VIVIEN'S MODEL MANAGEMENT

dress by MELINA HOLLWAY